

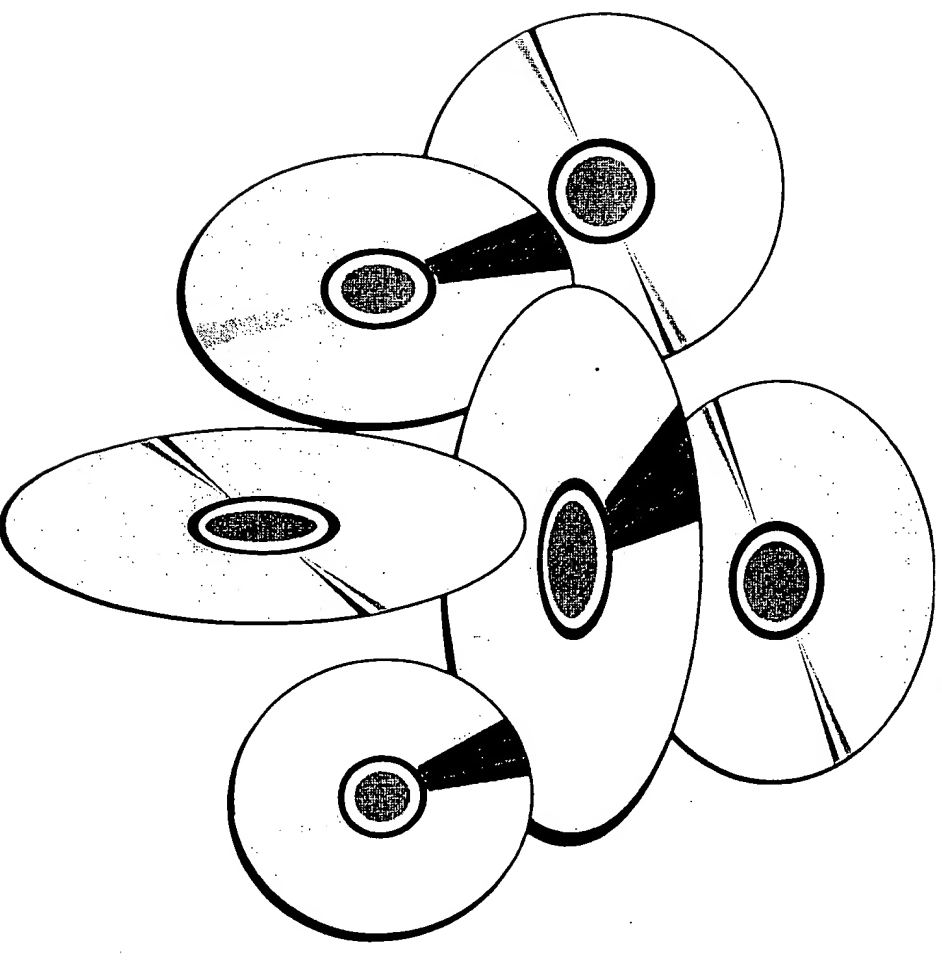
# **Your Music ... Anywhere**

## **Invention Disclosure Form System Overview**

# Your asset ...

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- You've built a substantial collection of CD's containing all your favorite music
- the average consumer owns xx CD's
- the average audiophile owns xx CD's



# Your problem ...

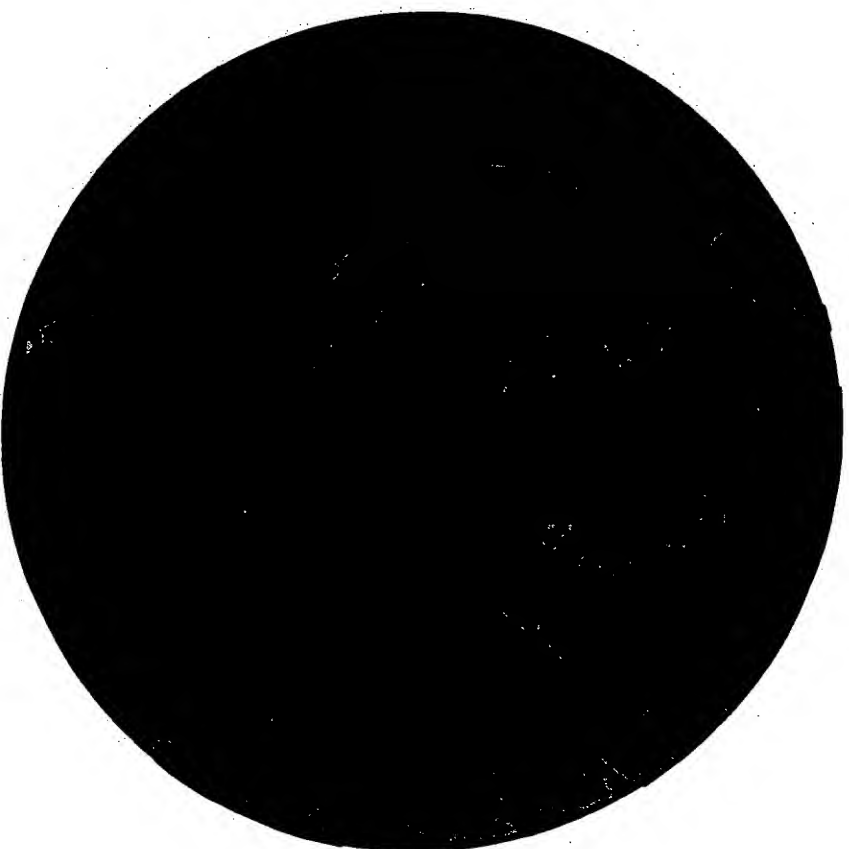
■ You want to listen to  
your music **anywhere**  
and **everywhere**

■ for the purpose of  
playing music on the  
go, away from the  
home, each year

■ xxMM personal stereos

■ xxMM car audio stereo  
head units

(sold annually)



# **Your current solution ...**

- Carry your CD's with you wherever you go
  - ┆ xxMM carrying cases
    - ┆ (sold annually)
- Record from your own collection to a portable medium
  - ┆ xxMM blank cassettes
  - ┆ xxMM blank MD's
    - ┆ (sold annually)

09/27/99

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Insert media art

# The better solution ...

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## You must own it

- upload your collection to a secure server
- access it from anywhere
- via a new music device connected to the Internet in either a wired or wireless method via streaming or download options

# Your Music Anywhere

## ■ Step #1

- consumer uploads current music collection
  - ┆ via a CD ROM and Net-enabled PC
  - ┆ via Net-enabled CD player/changer
  - ┆ via Net-enabled upload service business

## ■ Step #2

- ┆ *Your Music Server* processes the upload, checking for security limitations

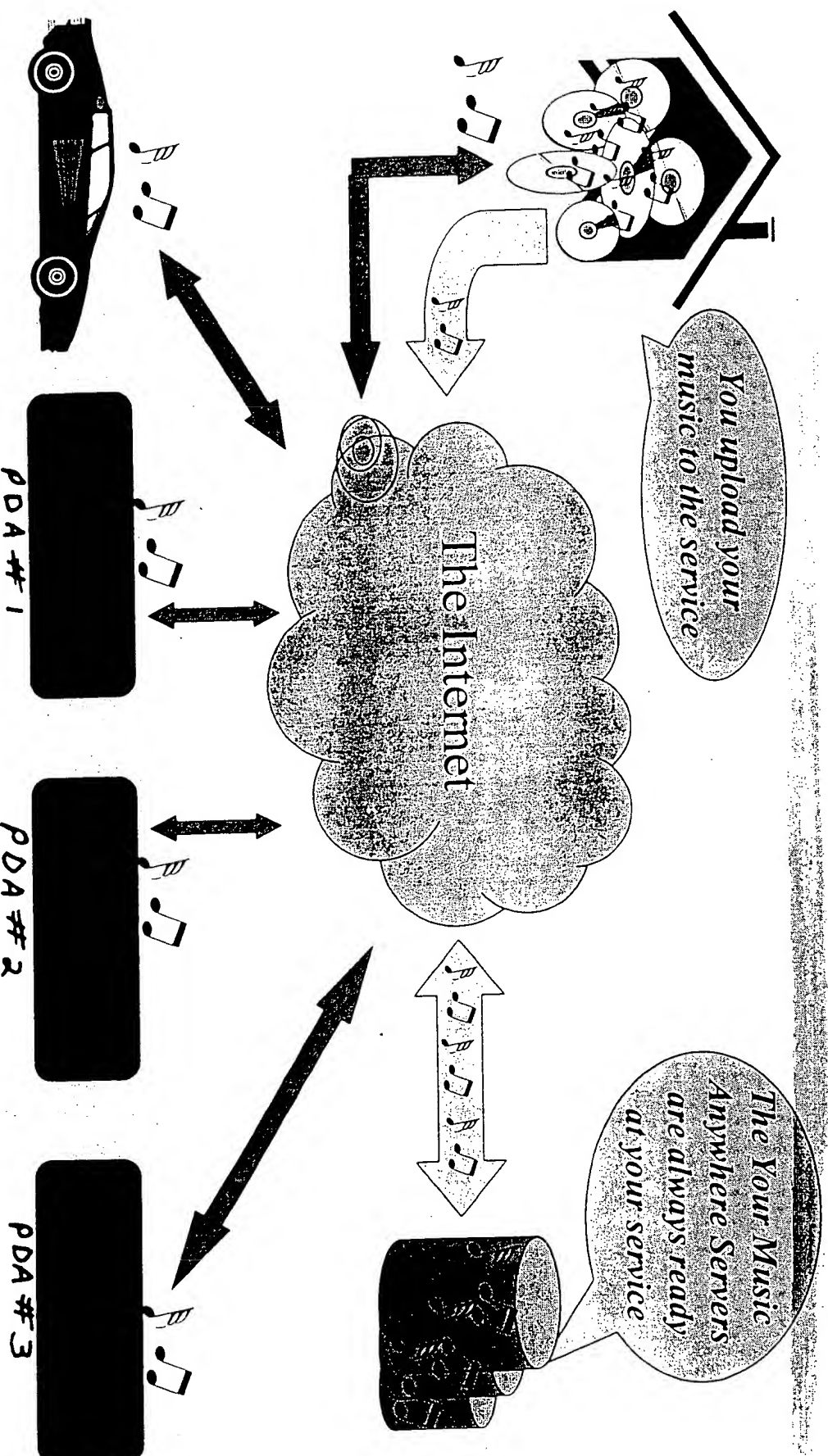
## ■ Step #3

- ┆ You accesses *Your Music Server* via a qualified Net-enabled device

## ■ Step #4

- ┆ *Your Music Server* securely delivers the music in either streaming or download formats as appropriate

# Your Music Anywhere



*You finally get you finally get to enjoy all your music wherever you go!*

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# Your Music Anywhere

## ■ Business model basics:

- Major server-side cost elements
  - | xmb storage per average consumer
  - | high bandwidth backbone connection
    - potentially lengthy session times
  - | secure operation
- Potential revenue options
  - | membership fee base
  - | micro-pay playback fee base
  - | one-time upload fee base
  - | audio advertising model delivered with music
  - | new music sales based on profiling results
  - | new device sales



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